

Message Text

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ACTION EUR-12

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P R 211215Z NOV 75
FM AMEMBASSY BUDAPEST
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 4716
AMEMBASSY BUCHAREST
AMEMBASSY MOSCOW
AMEMBASSY PRAGUE

UNCLAS BUDAPEST 3778

EO 11652: N/A
TAGS: BEXP HU
SUBJECT: FOOD PROCESSING AND PACKAGING EQUIPMENT TSS

REF: A. USDOC 17437
B. USDOC 16831
C. BUDAPEST 3657

1. RECENT YEARS' RAPID INCREASES IN AGRICULTURAL OUTPUT IN HUNGARY HAVE NOT BEEN MATCHED BY SIMILAR MODERNIZATION OF FOOD PROCESSING AND PACKAGING INDUSTRIES. HUNGARY INTENDS TO EXPORT MORE PROCESSED FOODS DURING FIFTH 5-YEAR PLAN, AND MARKET FOR EQUIPMENT NEEDED TO CARRY OUT THESE PLANS SHOULD BE GOOD. MOST OF THE 2,000-ODD FOOD PROCESSING PLANTS PRESENTLY OPERATING DATE BACK BEFORE WORLD WAR II, OR IN MANY CASES EVEN EARLIER.

2. FOLLOWING SPECIFIC FIELDS APPEAR PROMISING TO EMBASSY: (A) EQUIPMENT FOR FREEZING AND COLD STORAGE; (B) MEAT PROCESSING AND PACKAGING MACHINERY; (C) MODERN SUGAR PROCESSING EQUIPMENT; (D) DAIRY EQUIPMENT; (E) POULTRY PROCESSING AND PACKAGING MACHINERY.

3. THE USUAL ORGANIZATION FOR HANDLING TSS'S IN HUNGARY, MTESZ, IS NOT PARTICULARLY ENTHUSIASTIC ABOUT THIS SEMINAR, SINCE THE MATERIAL HANDLING TSS SCHEDULED FOR UNCLASSIFIED

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MARCH WILL COVER MANY OF THE SAME TOPICS. THE WEEK OF

APRIL 12 APPEARS TO BE ACCEPTABLE (NOTE: THE EASTER HOLIDAY WEEK OF APRIL 19-22 IS NOT A GOOD TIME IN HUNGARY). MTESZ WILL ONLY GIVE A COMMITMENT TO HANDLE THE TSS OR PURSUE THE SUBJECT FURTHER WHEN IT HAS ADDITIONAL INFORMATION ABOUT THE EXACT TOPICS TO BE COVERED.

4. AS NOTED IN REF C THE EMBASSY WOULD LIKE TO EXPLORE UTILIZATION OF ORGANIZATIONS OTHER THAN MTESZ FOR TECHNICAL SALES SEMINARS. THUS THE MORE INFORMATION THE EMBASSY HAS, AND THE MORE TIME IT HAS TO PURSUE THE MATTER WITH THE HUNGARIANS, THE BETTER THE EMBASSY WILL BE ABLE TO DETERMINE WHETHER MTESZ IS THE ONLY APPROPRIATE ORGANIZATION EMBASSY CAN USE IN HUNGARY FOR TSS'S.

5. EMBASSY'S INITIAL REACTION TO SEMINAR'S SUBJECT IS FAVORABLE, BUT SCHEDULING THREE TSS'S IN HUNGARY IN AS MANY MONTHS -- PLASTICS (MAY 11 OR MAY 31), MATERIALS HANDLING (EARLY OR LATE MARCH) AND FOOD PROCESSING (WEEK OF APRIL 12) MAY BE TOO MUCH OF A GOOD THING, ESPECIALLY SINCE SOME PRODUCTS OVERLAP (I.E., POWDERED MILK PACKAGING, BI-ORIENTED POLYPROPYLENE -- REF C). MUDD

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